

Hon. Commissioners,
For too long the NAB has blocked technology that offers better quality and more diverse entertainment and educational video broadcasts to anyone in the US.

The NAB is a trade organization. What other stance would you expect its members to take? NAB members made a business decision to risk billions of dollars on terrestrial broadcast equipment and for years their investments have rewarded them handsomely. Now that they have a modicum of competition (once again), from satellite radio broadcasters they are squealing.

Their trade organization, the NAB, lobbys for protectionist legislation and FCC rules to protect their technological investment NOT out of an altruistic concern about the general populus, rather they lobby to protect their members. Most assuredly, were the NAB to have its way, it would create an anti-competitive market environment, barring or limiting new broadcast technologies to only small groups of consumers for the sake of appearances. Consider two events in the last 20 years involving the NAB.

First, remember DBS TV and the events before, during, and following the SHIVA act? To this very day, the NAB continues to fight diverse and high quality TV satellite broadcasting to potential viewers. They have won in large part, since potential viewers, located just outside the class B area of broadcast TV are still prohibited from receiving distast-local programming. For many years, DBS providers were blocked from carrying local broadcast TV. TV stations, backed by the lobbying arm of the NAB continue to fight for protectionist rules that protect them from truly competitive environment.

Second, consider the development of HDTV. The NAB fought long and hard against legislation and FCC rules requiring the deployment of HDTV equipment. Why? Money. The NAB's attitude is, 'let the populus eat what we provide and we will continue providing low quality analog broadcast until it suits our interests to implement HDTV.' The Congress and FCC ultimately had to force the implementation of HDTV. First on the Top 100 market and later on the remaining TV broadcasters.

It should be clear that the NAB, through its very public actions, does not want Americans to have a choice in video or audio programming. Why should it? It would cost money!

Please do not subject satellite radio listeners to the same lobbying fights and court battles we have witnessed in satellite TV arena. Americans are tired of this bickering while suffering from the anti-competitive stance of the NAB.

Americans want quality video and audio programming and we want a choice. I plead that you do not repeat the same mistakes made with TV DBS.

Respectfully,

J. Larry Green, Pres.
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